

Advertising: Nascar

NASCAR, Daytona 500 Car Race & The Role of Advertising & Marketing

Like the Super Bowl, the annual Daytona Beach 500 is a much watched event. Endorsements and product placement are critical for both drivers and advertisers. Drivers and advertisers want their names to be seen AND heard.

I have selected a couple of images, posted below to demonstrate the critical importance of this race (and similar races) AND getting brand names seen.

Notice how the driver is strategically placed in front of backdrops emblazoned with sponsor logos. This is done so that all photographers get virtually the same shot.

Notice also the brand logos on their clothes and hats. What do the expressions on their faces communicate?

TV ads becoming huge focus for sponsors

Is Nascar Marketing Running Out of Gas?

Article: Marketers Hitch a Ride With Nascar for Under \$ 5 Million

Research: NASCAR 200mph ads

Article: NASCAR to give hard-liquor ads green flag

Articles: NASCAR Revs Up Its Marketing Engine

Diversity Drives Race Ads

NASCAR Speeds Up Its Profits

Earnhardt Signs Multi Year Deal With Budweiser

NASCAR SPONSORS: DRIVE-BY MARKETING

Fun Meets Advertising When Track Cools Off

Daytona: A Super Bargain for Advertisers

Dale Zooms to Front of Pack In Endorsements

For more, see Sports/Advertising; Product Placement



Tony Stewart celebrates in Victory Lane after winning the NASCAR Nextel Cup Dickies 500 at Texas Motor Speedway.



Tony Stewart is sprayed by teammates as he celebrates after winning the NASCAR Sirius Satellite Radio at the Glen at Watkins Glen International in Watkins Glen, N.Y., Sunday, Aug. 14, 2005. (AP Photo/David Duprey)

[Nextel Nascar Home Page](#)

[Nascar Home Page](#)